

ABSTRACT

5 Digital compressed codes, associated with advertisements
enable a user to selectively record additional information,
which would be broadcast on a television channel at a later
time. The advertisement could be print advertisement or
broadcast advertisement on television or radio. The user
10 enters the digital code (I code) associated with an
advertisement into a unit with a decoding means which
automatically converts the code into CTL (channel, time and
length). The unit within a twenty four hour period activates a
15 VCR to record information on the television channel at the
right time for the proper length of time. The decoded channel,
time and length information can be communicated directly to a
VCR and used by the VCR directly to automatically activate the
20 VCR to record a given television information broadcast
corresponding to the communicated channel, time and length.
Alternately, the channel, time and length information can be
decoded directly in a remote control unit and only start
record, stop record and channel selection commands sent to the
25 VCR at the appropriate times. Algorithms for decoding the I
codes can be a function of time to ensure security of the
decoding method. A method is included for use of the I codes
with cable channels.

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